

## THE TRADEMARK DAY - THURSDAY 23 JANUARY 2020

**08:30 REGISTRATION AND COFFEE**

**09:00 THE MODERATORS OPEN THE CONFERENCE**

*Mats Lundberg, Managing Director, Groth & Co*  
*Karin Crafoord, Partner and Attorney at Law, Groth & Co*

**09:10 SHAME AND GREENWASHING – IS THIS THE END OF THE “FUN” IN BRAND COMMUNICATION?**

*Katarina Graffman, Doctor of Anthropology, Inculture*  
*Jacob Östberg, Professor of Advertising and PR, Stockholm University*

**09:40 HOW TO CREATE A NAME AND A BRAND OF ONE OF SWEDEN'S LARGEST COMPANY - IN RECORD TIME?**

*Gabriella Ekelund, Brand Manager, Essity*

**10:10 STRATEGIES AND CHALLENGES FOR THE COMMERCIAL CORPORATE COUNSEL**

*Mikaela Mars, General Counsel, Vitamin Well*

**10:40 COFFEE BREAK AND VISITS TO EXHIBITORS**

**11:10 PANEL DISCUSSION: THE TIME OF SHAME! HANDLING THE INCREASING POLARIZATION IN BRAND MANAGEMENT**

*Hans Uhrus, Director of Communications, LeoVegas*  
*Patrik Hildingsson, Vice President Communication & Public Affairs, Swedish Match*  
*Patrik Furuhausen, Head of Marketing, Norwegian*  
*Nahir Aslan, Communications Manager, JTI*

**11:40 WHAT MAKES COPYCATS SUCCESSFUL? A CONSUMER PERSPECTIVE**

**ENG**

*Femke van Horen, Associate Professor, the Vrije Universiteit Amsterdam, The Netherlands*

**12:10 THE SIGNUM AWARD™**  
- The Nordic company who best manages and develops its brand

Nominations presented by *Christer Löfgren, Editor in Chief, BrandNews*  
Awarded by the chairman of the jury *Ulf Bernitz, Professor European Law, Stockholm University*

For more information please visit [www.signumpriset.se](http://www.signumpriset.se)



**12:30 LUNCH**

**13:30 TRADEMARK TRENDS AND DEVELOPMENTS FROM THE U.S.**

**ENG**

*Robert J. Kenney, Partner, Birch, Stewart, Kolasch & Birch LLP*

**14:00 FROM PROTECTING URBAN RESIDENTS TO PROTECTING THE WHOLE WORLD**

*Anna Katarina Skogh, Head of Marketing, Hövding (the invisible helmet)*

**14:30 COFFEE BREAK AND VISITS TO EXHIBITORS**

**15:00-16:30 CHOOSE BETWEEN **POOL A, B AND C****

**POOL A - PRACTICE**

*Moderator: Karin Crafoord, Partner and Attorney at Law, Groth & Co*

**15:00 TRADEMARK PRACTICE AND RECENT CASES FROM THE U.S.**

**ENG**

*Robert J. Kenney, Partner, Birch, Stewart, Kolasch & Birch LLP*

**15:45 PRACTICE AND DEVELOPMENT IN TRADEMARK LAW IN SWEDEN AND THE EU**

*Magnus Henning, Attorney at Law, Groth & Co*

## **POOL B - BRANDING**

**Moderator:** *Viktor Backemar, Head of Marketing, Groth & Co*

**15:00 SWISH - BECOMING A NATURAL PAYMENT METHOD IN ALL SITUATIONS**

*Pär Ekroth, Head of CX, Marketing and Communications, Swish*

**15:30 WHAT IS THE VALUE OF MY LOVE? HOW AIK FOOTBALL WORKS WITH A VALUE-DRIVEN BRAND MANAGEMENT**

*Fredrik Söderberg, Ticket and Marketing Manager, AIK Football*

**16:00 LIFE AND DEATH OF BRAND WORK**

*Mikael Åbom, CEO, Fonus*

## **POOL C - DIGITAL LAW**

**Moderator:** *Carl Wendt, Attorney at Law, Groth & Co*

**15:00 MODERN BRAND PROTECTION - BUSINESS-DRIVEN STRATEGIES FOR A DIGITAL WORLD**

*Måns Sjöstrand, Global Head of IP & Brand Protection, Daniel Wellington*

**15:45 PLATFORMS AND INTELLECTUAL PROPERTY - WHAT RESPONSIBILITIES DO FACEBOOK, INSTAGRAM AND OTHERS HAVE?**

*Claes Granmar, Associate Professor of European Law, Stockholm University*

**16:30 REASSEMBLY IN THE MAIN CONFERENCE ROOM**

**CLOSING SPEAKER**

**16:40 BECOME A PIONEERING BRAND**

*Viggo Cavling, Editor in Chief, Travel News*

**17:10 THE MODERATORS TO SUMMARISE VARUMÄRKESDAGEN® WITH SUBSEQUENT NETWORK MINGLE**

**18:30 CONFERENCE DINNER AT ERIK'S GONDOLAN, STOCKHOLM**

*To be booked separately.*

**Founder and organizer:**



Groth & Co has been creating and optimizing intellectual property since 1869 which makes us Scandinavia's oldest company in the industry. Back then we were a patent agency. Today we are a modern IP law firm offering personal advice in all areas. We have experts in patents, trademarks, designs, domain names, copyright, process & litigation, watching and name creation. By continuously developing new services, we strive to strengthen our clients' positions.

**Partners:**



The Trademark Day – **Varumärkesdagen**<sup>®</sup> – is a major Nordic meeting place for everyone in the trademark community. New trends, new perspectives as well as legal aspects and its interaction are presented. These aspects are prerequisites for value creation of brands. The Trademark Day is an annual event and was founded by Groth & Co in 1991.

**OPTIONS & PRICELIST**

	1 <sup>st</sup> Attendee	2-3 attendees*	4+ attendees*
Conference**)	7.490 SEK	5.490 SEK	3.490 SEK
Dinner	750 SEK	750 SEK	750 SEK

Early bird! Book before November 22 and get **800 SEK off** the conference fee! \*\*\*

\*) When attendee register additional persons at the same time, they will receive the lower price.

\*\*) At the conference, the afternoon's "pools", lunch and coffee are included.

\*\*\*) The early bird offer cannot be combined with any other offers and does not include accompanying attendees.